

# Kenya

## Kenya Received a Record 1.1 Million Tourists in 2010

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Overseas tourist arrivals to Kenya increased by 15 percent to a record 1.1 million last year as the global economy emerged from crisis, Kenyan Tourism Minister Najib Balala recently announced.

Kenya hosted an additional 700,000 tourists from within the African continent in 2010. Half a million of those tourists were drawn to the country on business.

Tourism earnings jumped 18 percent between 2009 and 2010 to 73.7 billion shillings (\$888.7 million), Balala said. The minister announced last fall that Kenya hopes to attract two million tourists in 2011.

To read the full *Bloomberg* article, please [click here](#).

For more information, please contact Anjali Reddy at (202) 777-3508 or [areddy@clsdc.com](mailto:areddy@clsdc.com).

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